



CITY OF
HARRINGTON
DELAWARE

TASK FORCE KICKOFF MEETING

12/1/2015

AECOM





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INTRODUCTIONS
DOWNTOWN DEVELOPMENT DISTRICT ACT
PROJECT SCOPE & SCHEDULE
ROLES & RESPONSIBILITIES
PROJECTS & INVESTMENTS
DRAFT DISTRICT BOUNDARY
ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

EXERCISES:
SWOT ANALYSIS
COMMUNITY SURVEY

NEXT STEPS

TODAY'S
AGENDA

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INTRODUCTIONS



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WELCOME

DOWNTOWN DEVELOPMENT DISTRICT ACT



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DDD OVERVIEW

- Enacted in 2014 by the General Assembly:
 - Housing & Community Development
 - Help build stable community of long-term residents
 - Increase homeownership for all incomes
 - Reduce amount of vacant housing
 - Economic Development
 - Improve commercial vitality
 - Stimulate job growth
 - Build diverse array of businesses
 - Harness attraction of Delaware downtowns

DOWNTOWN DEVELOPMENT DISTRICT ACT



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DDD OVERVIEW

- **2014: 10 Applications**
 - Approved 3 Districts: Wilmington, Dover, and Seaford
- **Limited number of Districts to 15 at one time**
- **10 year District designation with potential for two 5-year extensions**
- **Offset 20% of capital construction costs for private developers**
- **Status:**
 - No applications are being accepted in the current Fiscal Year
 - No Funding

DOWNTOWN DEVELOPMENT DISTRICT ACT



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DDD OVERVIEW

- 3 Application Components
 - Need and Impact of the District designation (50% weight)
 - Quality of the District Plan (30% weight)
 - Quality of the Local Incentives offered (20% weight)

DOWNTOWN DEVELOPMENT DISTRICT ACT



NEIGHBORHOOD BUILDING BLOCKS FUND

- Funded by the JP Morgan Chase Settlement Agreement
- \$350,000 allocated to planning
- Awarded one of 7 NBBF grants in 2015
- Harrington received \$40,000 to develop a District Plan:
 - Include an extensive stakeholder and public outreach process
 - Prepare a District Plan and Maps for submission to Office of State Planning Coordination (and future DDD Designation Application)
 - Engage a planning consultant – AECOM

PROJECT SCOPE



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DISTRICT PLAN

The District Plan will:

- Unite business, government, and citizens to attain common goals
- Coordinate economic marketing efforts
- Articulate and illustrate the shared vision and strategies
- Assess assets and opportunities as well as obstacles to overcome
- Identify a Priority Project
- Be a promotional tool
- Assist in marketing walkability and community events

Performance Metrics:

- A user-friendly document with specific and achievable recommendations
- Downtown Development District designation
- New marketing and economic development incentive tools

PROJECT SCOPE



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DISTRICT PLAN

Tasks / Outline:

- Background & Data Collection
- Existing Conditions Analysis
- Vision, Goals & Objectives
- Strategies



- *Demographics & Housing*
- *Economic Development*
- *Natural & Cultural Resources*
- *Land Use & Zoning*
- *Built Environment*
- *Development Potential*
- *Community Events/Outreach*

PROJECT SCOPE



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DISTRICT PLAN

Implementation

- Local Incentives
- Key Priority Project(s)
- Short & Long Term Priorities
- Political Will & Ability
- Local Leadership Role
- Agency Coordination
- Partnerships
- Funding Opportunities
- Marketing & Branding

PROJECT SCHEDULE



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- **Task 1. Research & Data Collection:** ✓ Complete | Ongoing

- **Task 2. Existing Conditions Analysis:** Task Force Meeting #1 (tonight)

- **Task 3. Vision, Goals & Objectives:** Task Force Meeting #2 (January 2016)
Community Event #1 (TBD)

- **Task 4. Strategies & Implementation:** Task Force Meeting #3 (March 2016)

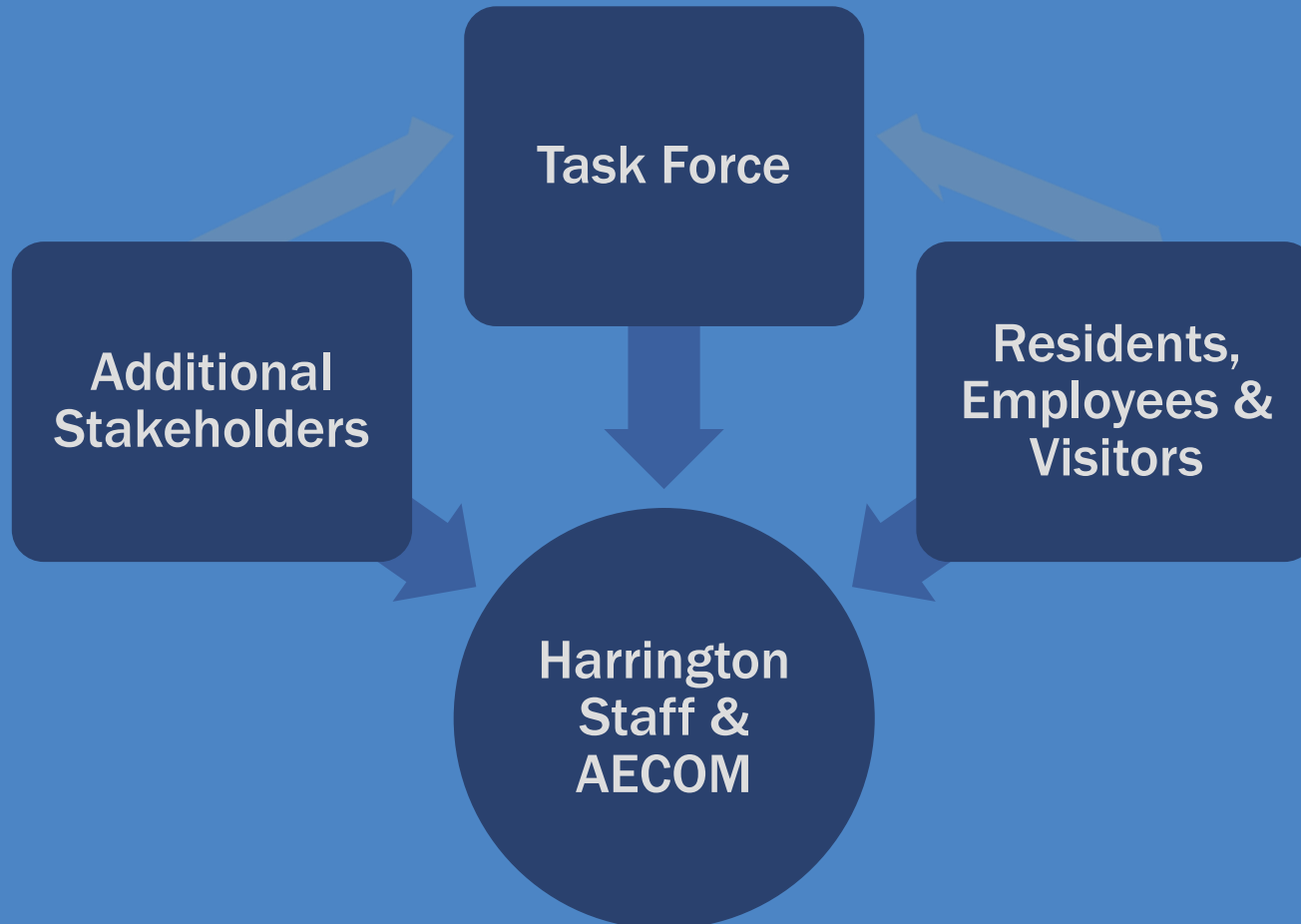
- **Task 5. Maps & Illustrative Plan:** Ongoing

- **Task 6. Plan Adoption & Application Submission:** Task Force Meeting #4 (April 2016)
Public Hearing (April 2016)
Plan Adoption (May 2016)

ROLES & RESPONSIBILITIES



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ROLES & RESPONSIBILITIES



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TASK FORCE MEMBERS



WHO ELSE SHOULD BE INVITED?

PROJECTS & INVESTMENTS



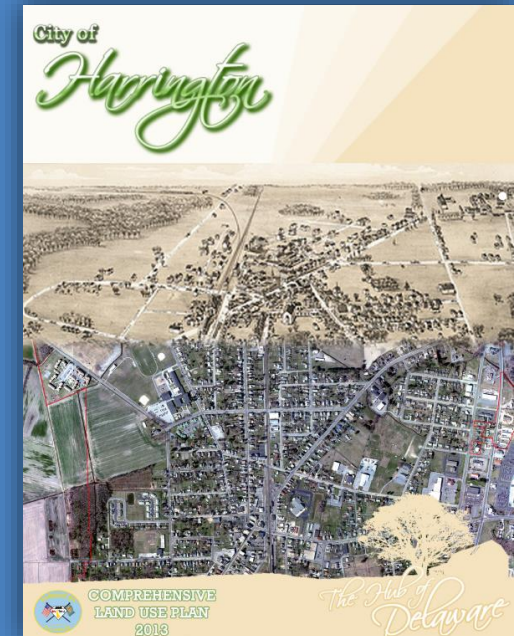
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CURRENT DOCUMENTS

- Comprehensive Land Use Plan
- Healthy Community Action Plan
- Chapter 440, Zoning Code



Chapter 440, Zoning	
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PROJECTS & INVESTMENTS



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RECENT INVESTMENTS

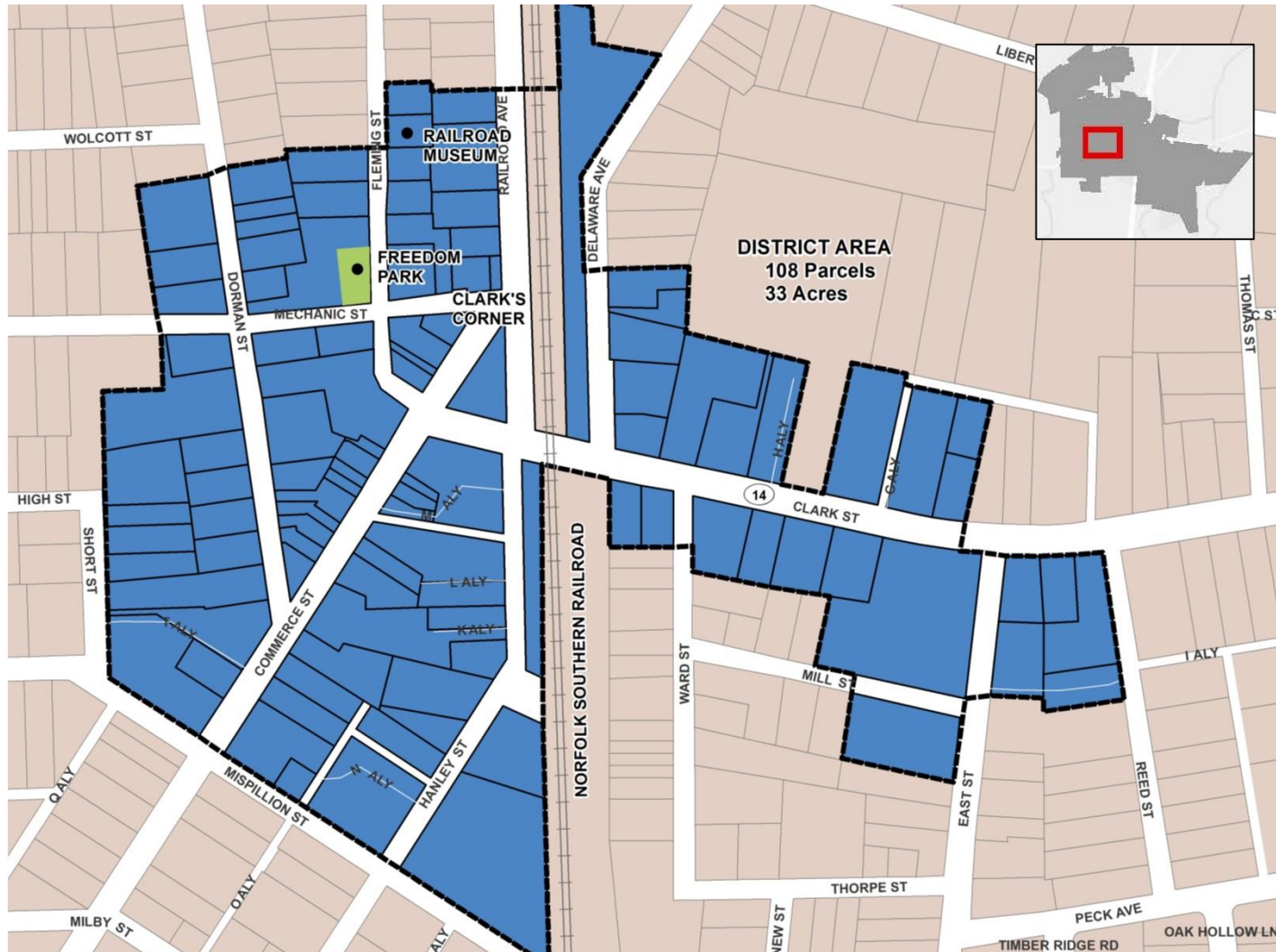
- Freedom Park
- Sidewalks
- Murals / Painting
- Awnings / Window Lettering
- Planters
- Farmers' Market



DRAFT DISTRICT BOUNDARY



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- Must include traditional mixed-use downtown area
- Max 85 acres based on 2010 population size

ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



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DEMOGRAPHICS

Population

- 20% increase between 2000 (460) and 2010 (554)
District
- 12% increase between 2000 (3,174) and 2010 (3,562)
Town

Income / Poverty

- Median household income - 2013
 - Town - \$38,182
 - County - \$55,149
 - State - \$60,000
- Median per capita income - 2013
 - Town - \$17,891
 - County - \$24,851
 - State - \$28,200
- Poverty rate - 2013
 - Town - 19.7%
 - County - 12.9%
 - State - 11.7%

ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



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HOUSING

Owner-Occupied

- District – 45.2%
- Town – 51.5%
- County – 72.9%
- State – 72.1%

Vacancy

- District – 14.7%
- Town – 9.0%
- County – 7.7%
- State – 15.7%

ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



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Occupations

Management, business, science, and arts	28.6%
Sales and office	23.1%
Service	22.0%
Natural resources, construction, and maintenance	13.2%
Production, transportation, and material moving	13.2%

18% Unemployment

Industries

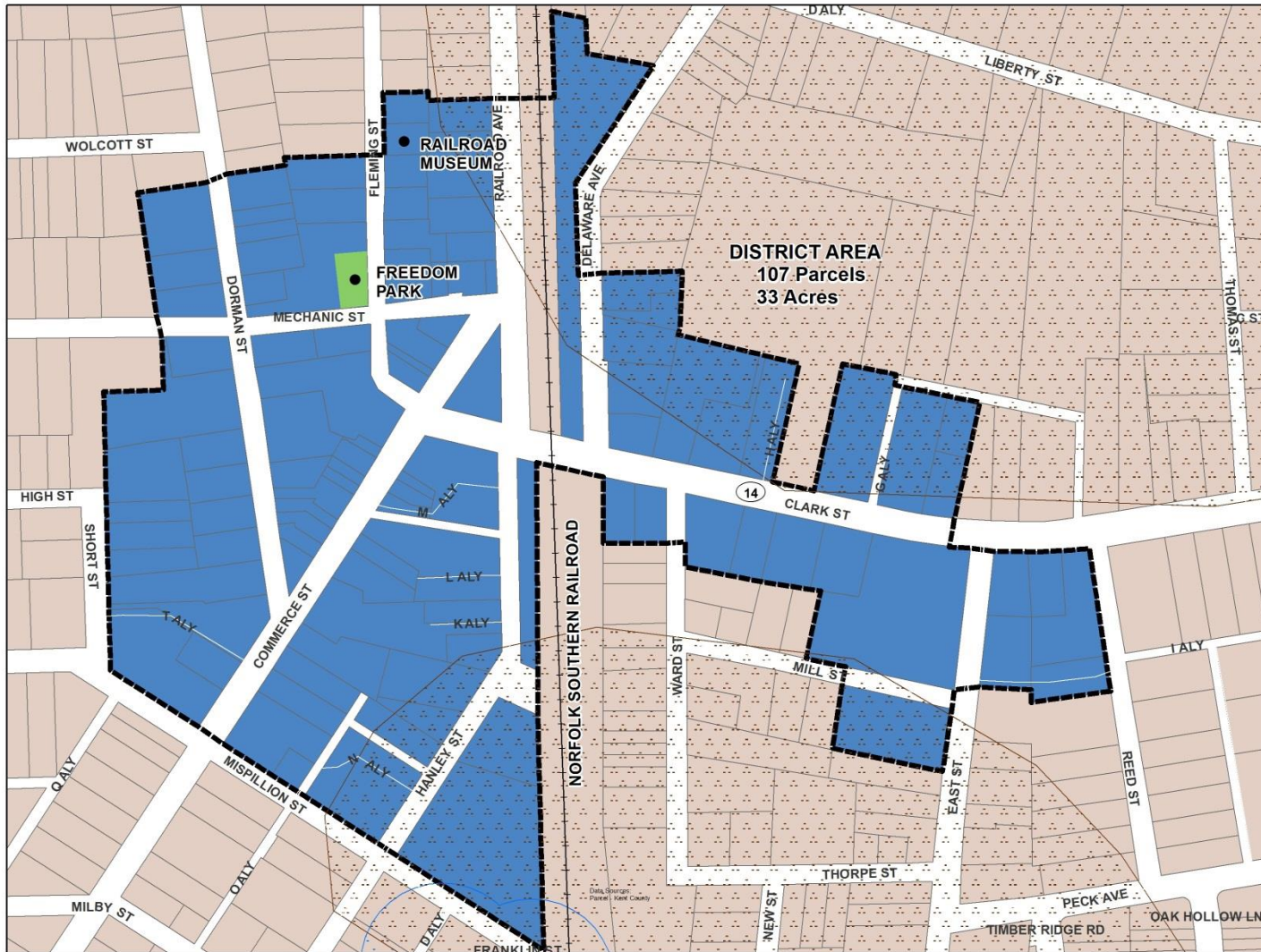
Educational services, health care & social assistance	24.7%
Retail trade	17.8%
Arts, entertainment, recreation, accommodation & food services	11.6%
Manufacturing	10.6%
Public administration	10.4%
Other services, except public administration	8.0%
Construction	7.8%
Transportation & warehousing, utilities	3.0%
Wholesale trade	2.6%
Information	1.6%
Professional, scientific, management, administrative & waste management services	1.5%
Finance & insurance, real estate & rental and leasing	0.5%

EMPLOYMENT

ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



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ENVIRONMENT

Legend

- Draft Downtown Development District
- Excellent Recharge Area
- Well Head Protection Areas

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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



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COMMUNITY EVENTS

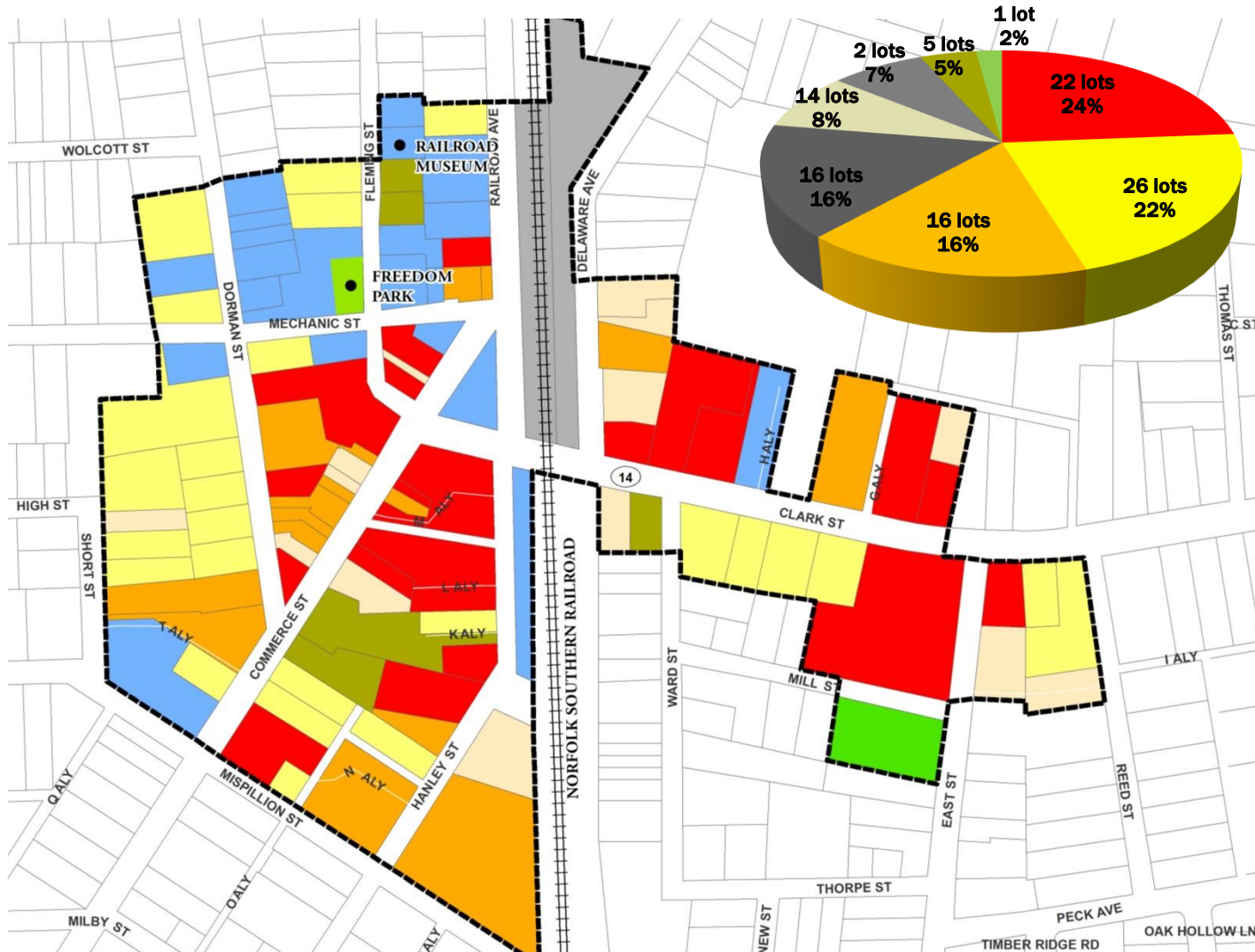
- Heritage Day
- Police National Night Out
- Tree Lighting Ceremony
- Christmas Parade



ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



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CURRENT LAND USE

Existing Land Use

- Residential
- Multifamily
- Commercial
- Mixed
- Institutional
- Manufacturing
- Openspace
- Vacant
- Railroad

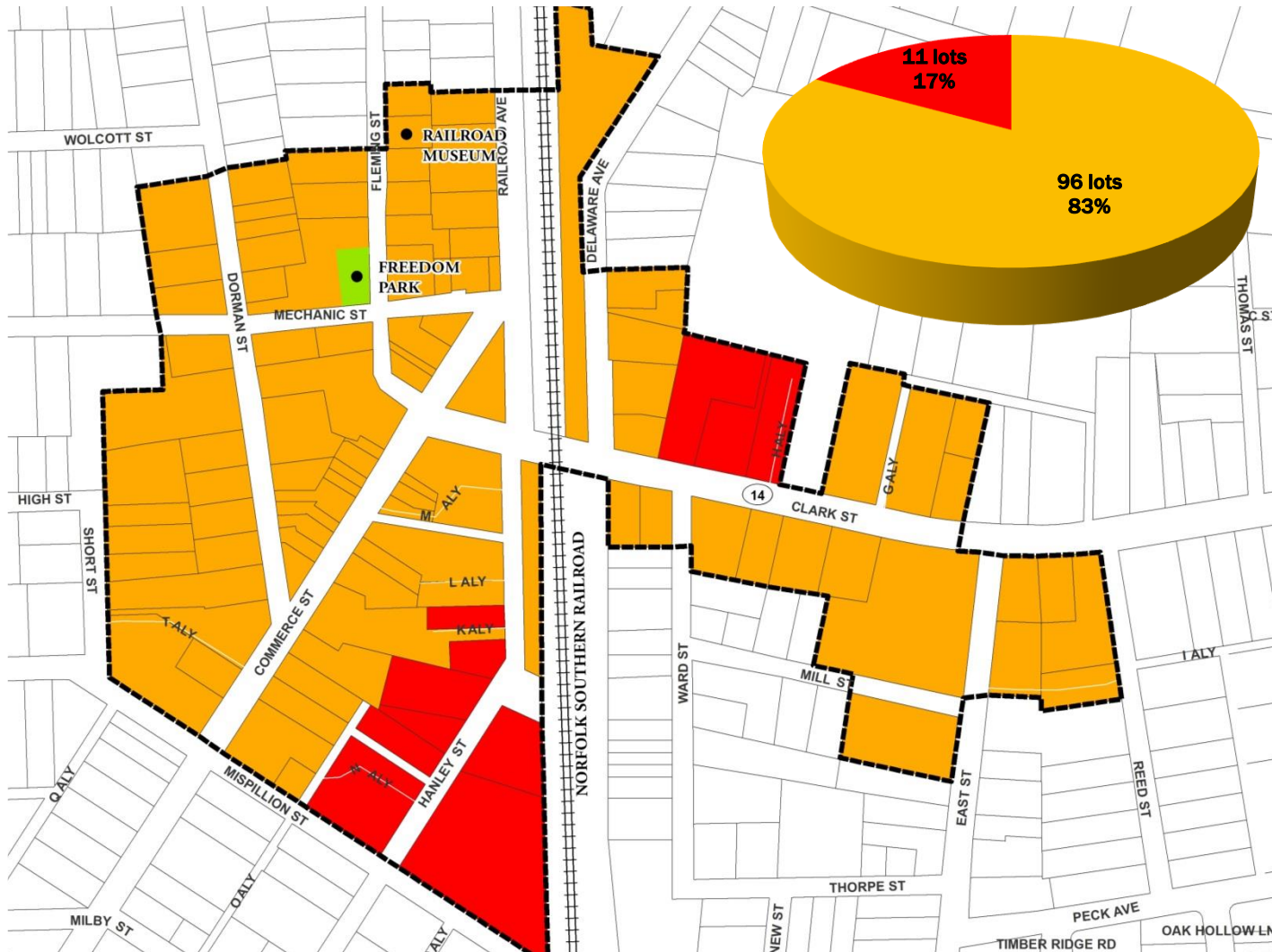
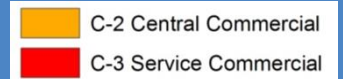
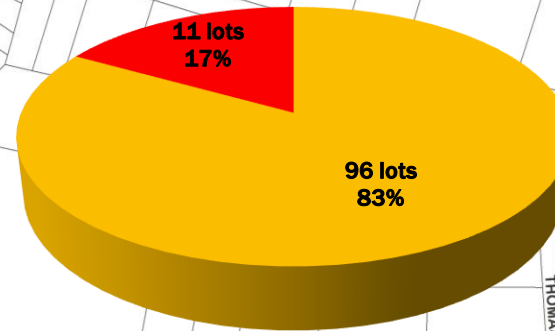
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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



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ZONING

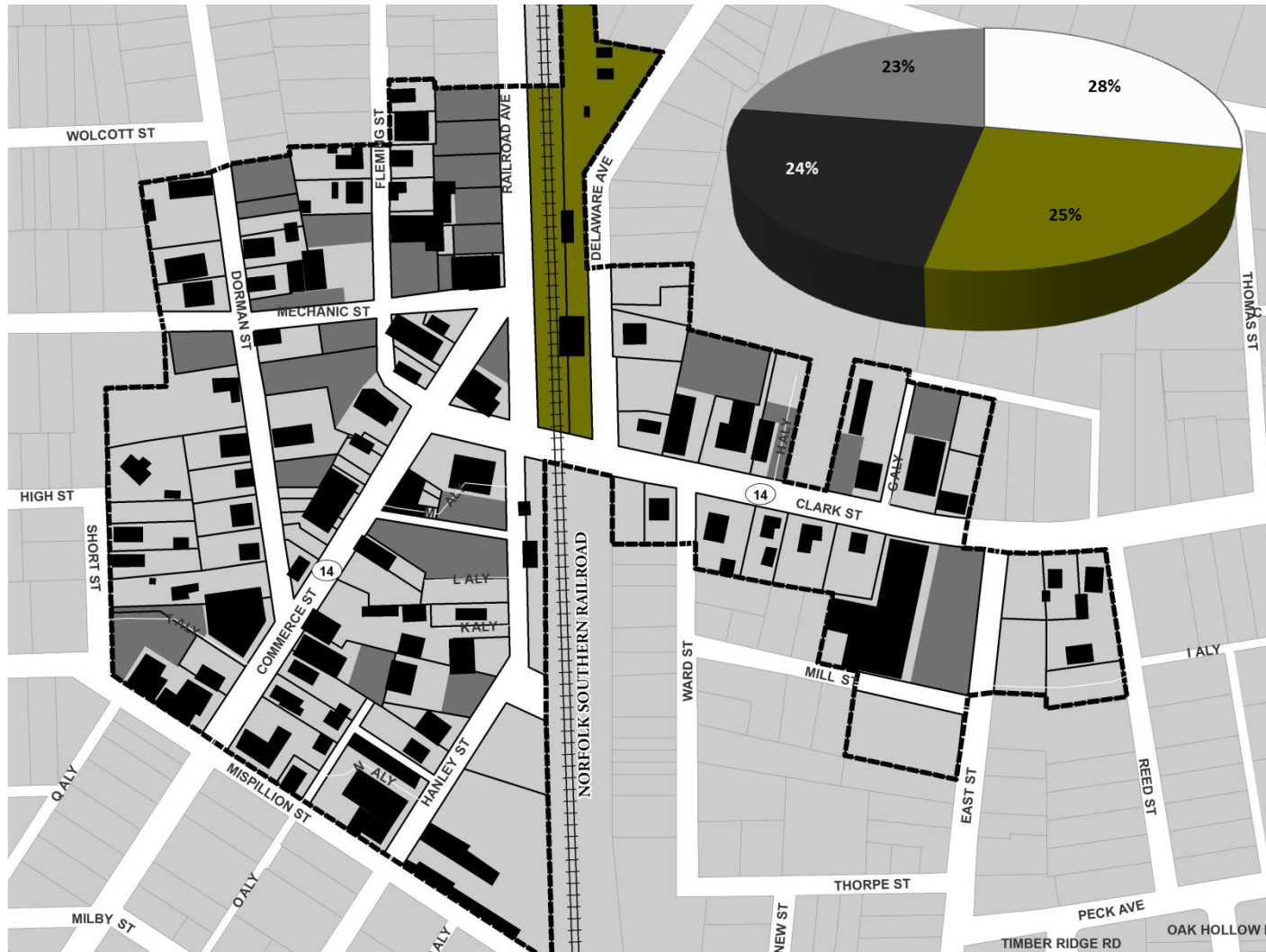


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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



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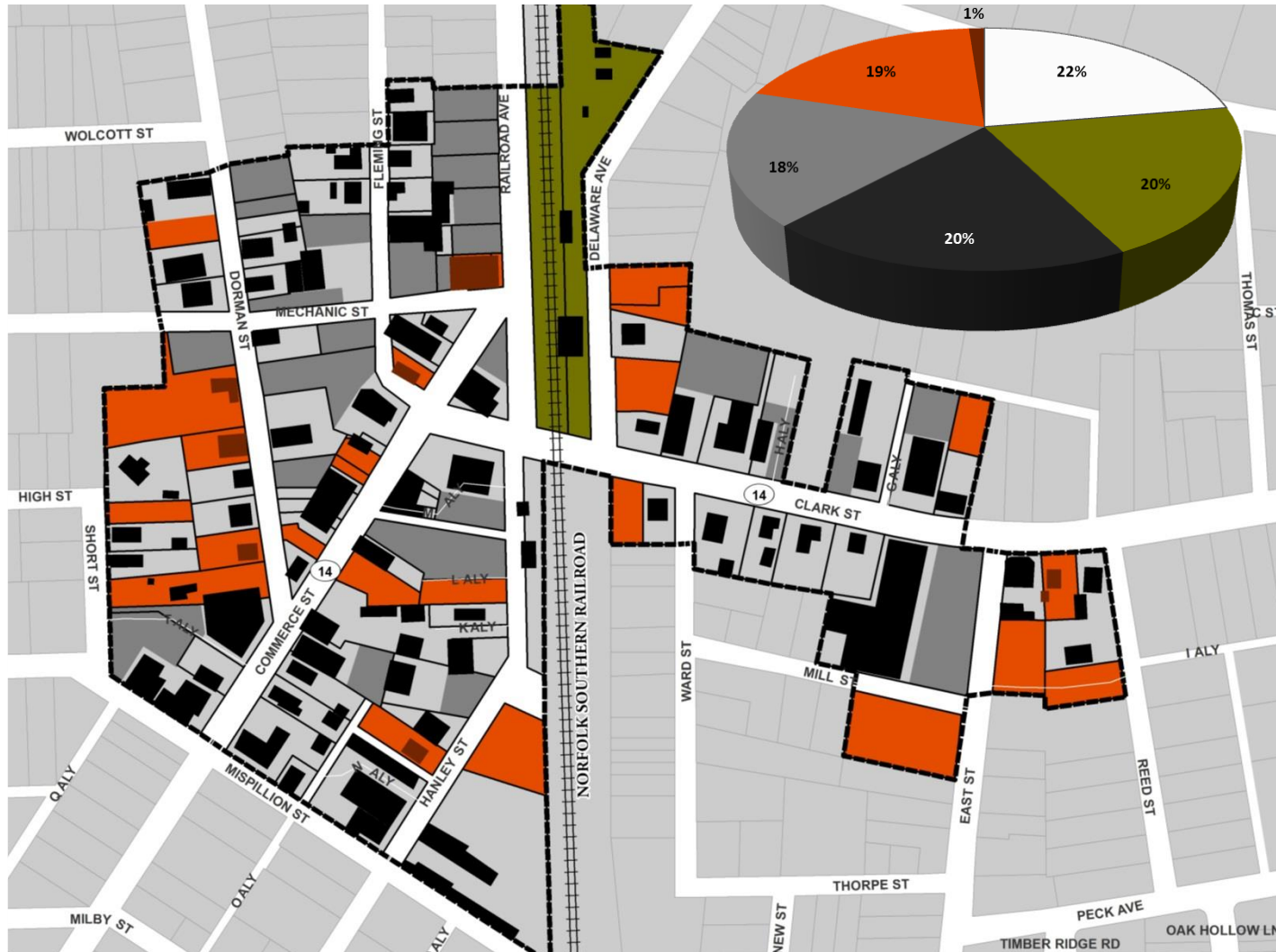
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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



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REDEVELOPMENT POTENTIAL

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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



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TRANSPORTATION

- Draft DDD Boundary
- Building
- Parking Area
- Sidewalks
- Bike Route
- Street Type**
 - Alley
 - Local
 - Collector

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***SWOT ANALYSIS
COMMUNITY SURVEY***

EXERCISES

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- Caring business owners

- Lack of character and maintenance

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

- Central community event location

- Competition with Route 13

**ISSUES,
CHALLENGES,
ASSETS &
OPPORTUNITIES**

SWOT Analysis

COMMUNITY SURVEY



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- Discuss questions (Task Force)
- Prepare outreach brochure (AECOM)
- Create online survey forms (AECOM)
- Test online survey forms (AECOM)

Survey Release Date - ?
Downtown Business Bazaar



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- *Finalize Research & Data Collection*
- *Finalize Existing Conditions Analysis*
- *Finalize/Administer Community Survey*
- *Prepare for Community Event*
- *Begin drafting preliminary Goals & Objectives*
- *Prepare Maps*

TASK FORCE MEMBERS

- *Continue SWOT Analysis*
- *Complete & help distribute Community Survey*
- *Attend Community Event #1*
- *Think about Goals, Objectives, and Strategies*

EVENTS/MEETINGS

- *Community Event #1 – (TBD)*
- *Task Force Meeting #2 – (TBD)*



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NEXT
STEPS

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Thank you